



2020 CENSUS



A Decade of Progress
South Bend, IN

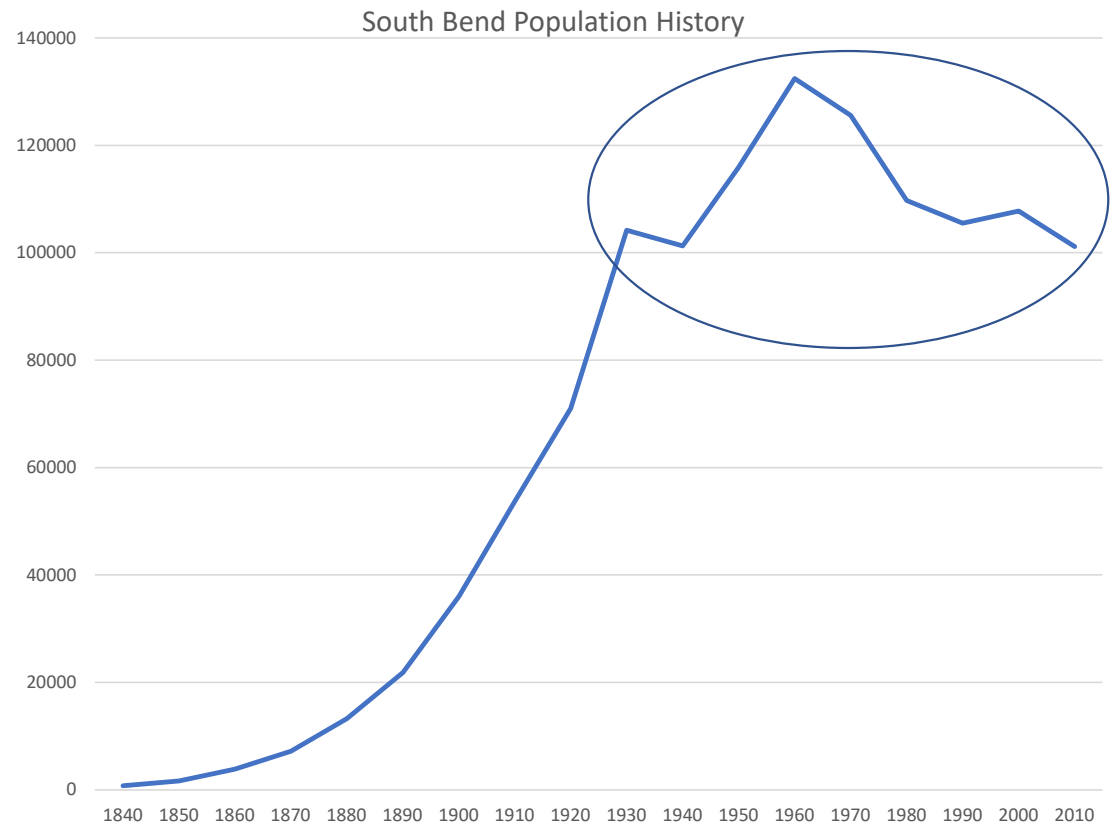


Where were we in
2010?

From 2000 - 2010

- ◆ Lost 6,621 people
- ◆ Lost 3,148 households (first time ever)
- ◆ Vacant housing doubled

One chart
can say so
much

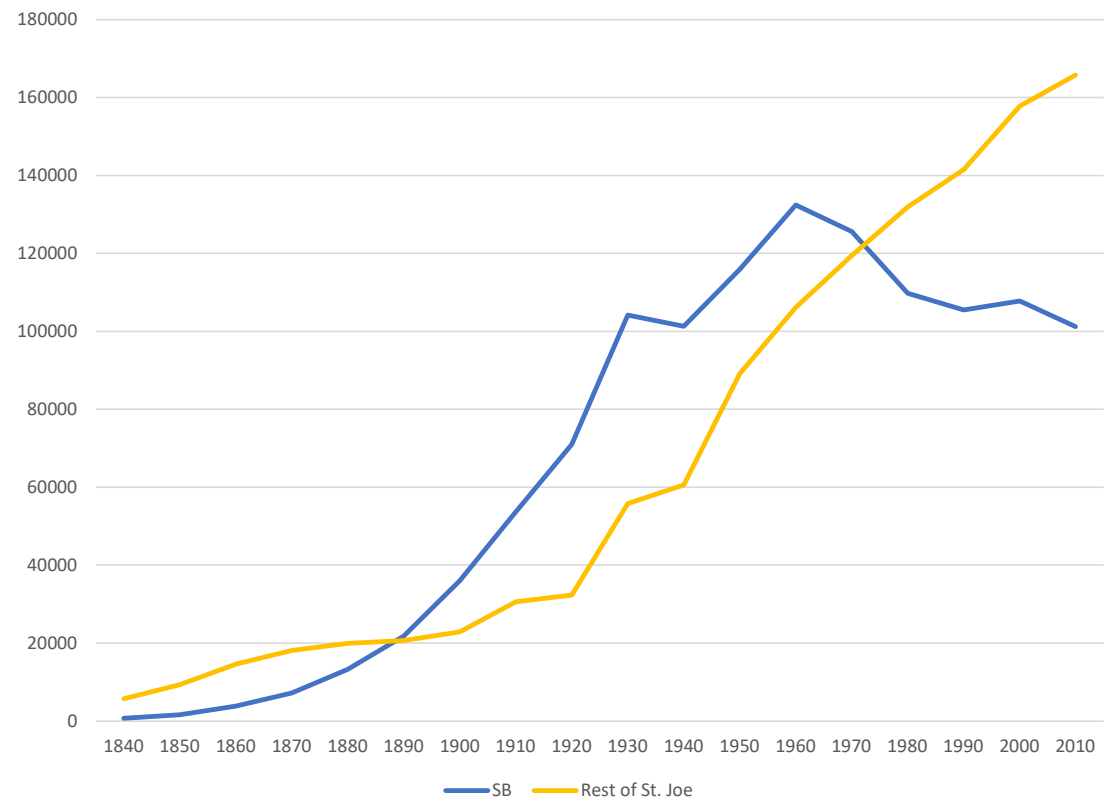




Where did everyone go?

City vs. Suburbs

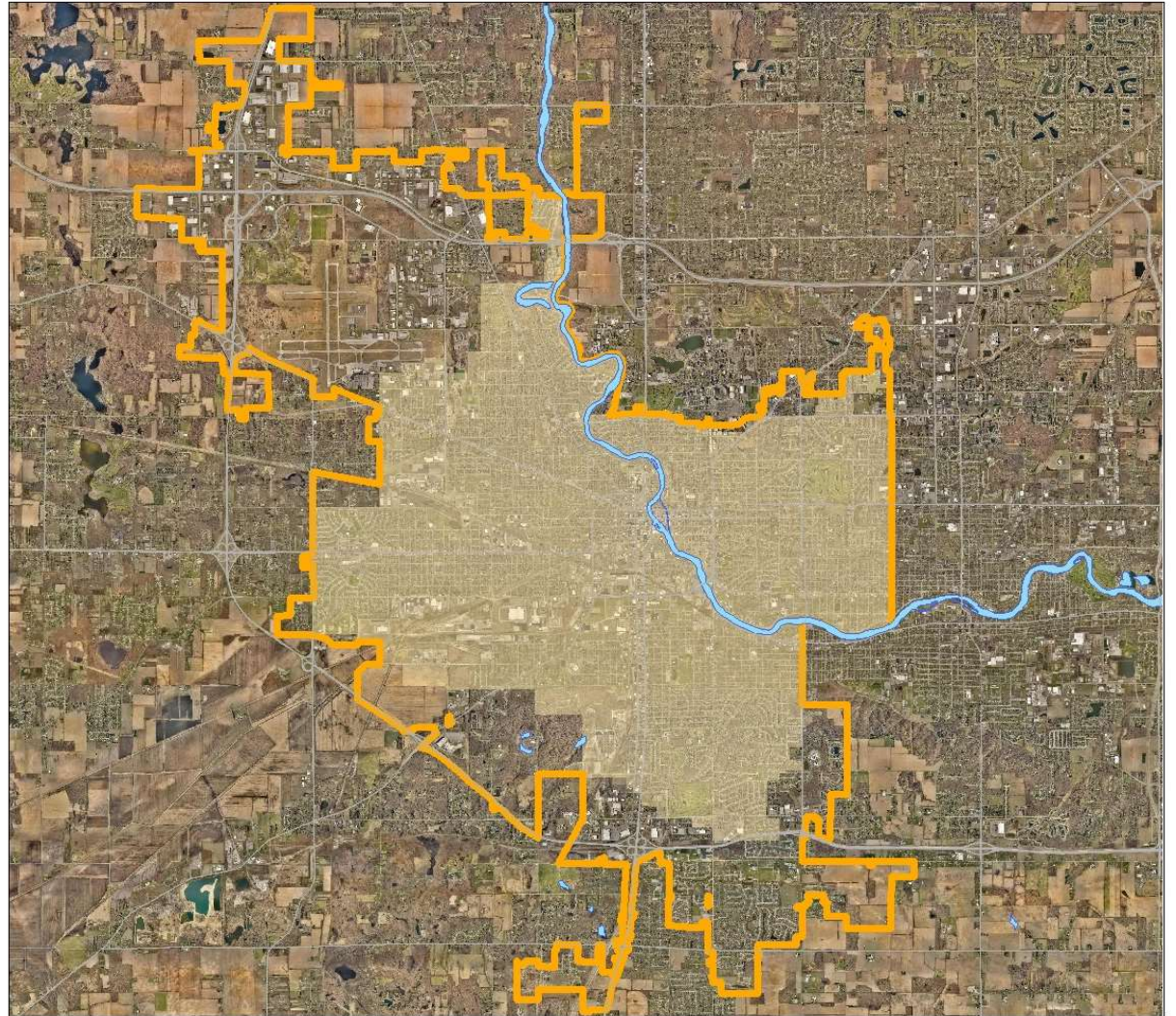
SB vs. Suburbs



Population
Within 1960 City Limits

1960 - 132,445

2010 - 86,075



Going into the 2010s...

- ◆ Over 6,500 vacant homes
- ◆ High unemployment (over 12%)
- ◆ Severe population declines concentrated in multiple neighborhoods
- ◆ Housing values cut by 50% and more in majority of City

A Census Pop Quiz

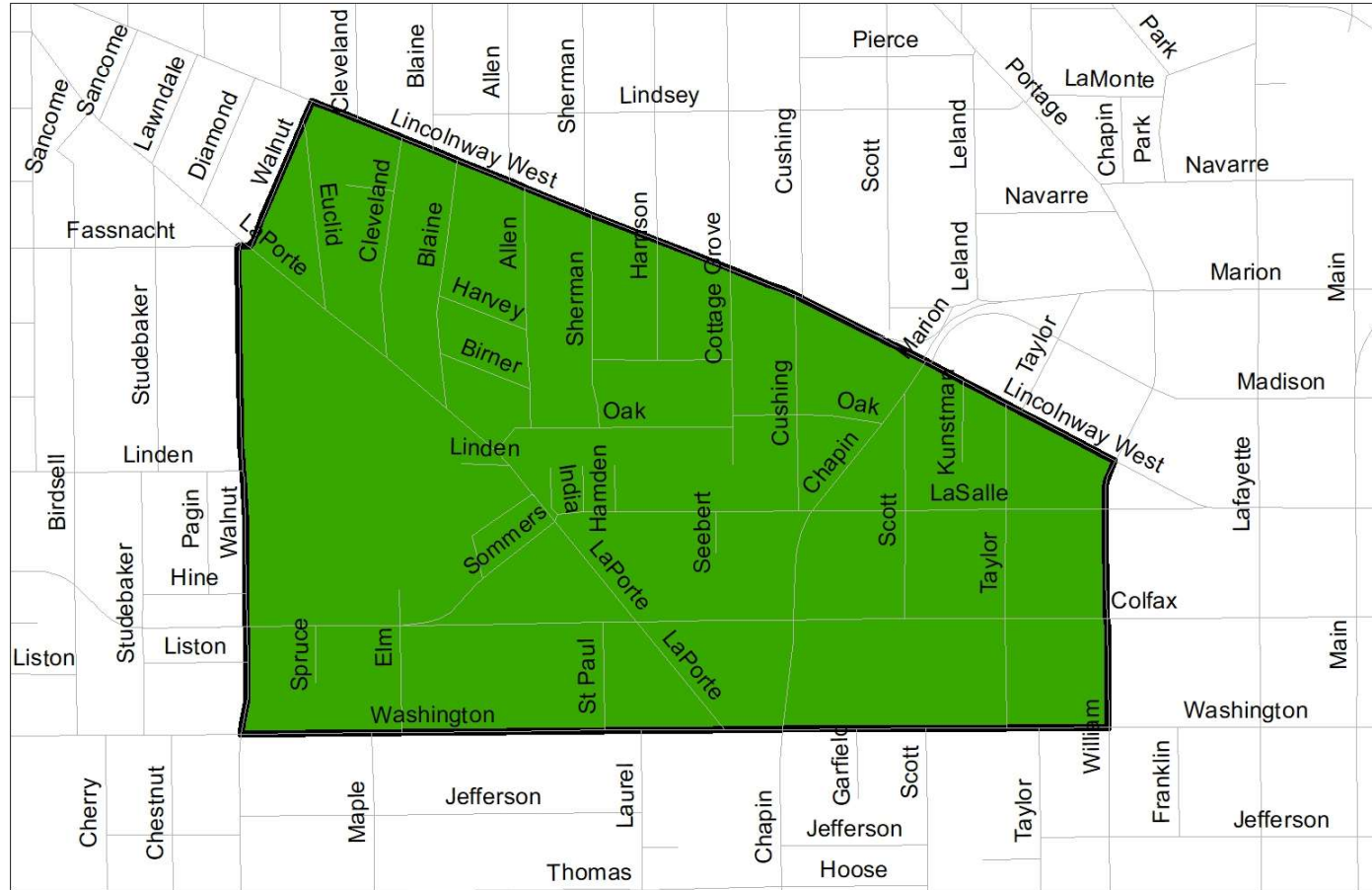
Rank These Geographies by Fastest Percentage Population Growth, 2010-2020

- ◆ South Bend
- ◆ Mishawaka
- ◆ Granger
- ◆ Rest of St. Joseph County

Answer:
Fastest Percentage Population Growth,
2010-2020

- ◆ Mishawaka, 5.8%
- ◆ South Bend, 2.3%
- ◆ Rest of St. Joseph County, 1.2%
- ◆ Granger, -0.4%

What was South Bend's
fastest growing neighborhood,
in percentage terms, from 2010 to 2020?



Tract 19,
+24.9% (278
residents)

Tract
10/Northeast,
+21.8% (636
residents)

South Bend Is A
Growing City!

Year	Population
2010	101,168
2020	103,453

Population Growth Comparison

- ◆ United States: 7.4%
- ◆ Indiana: 4.7%
- ◆ South Bend: 2.3%

South Bend vs. Peer Legacy Cities

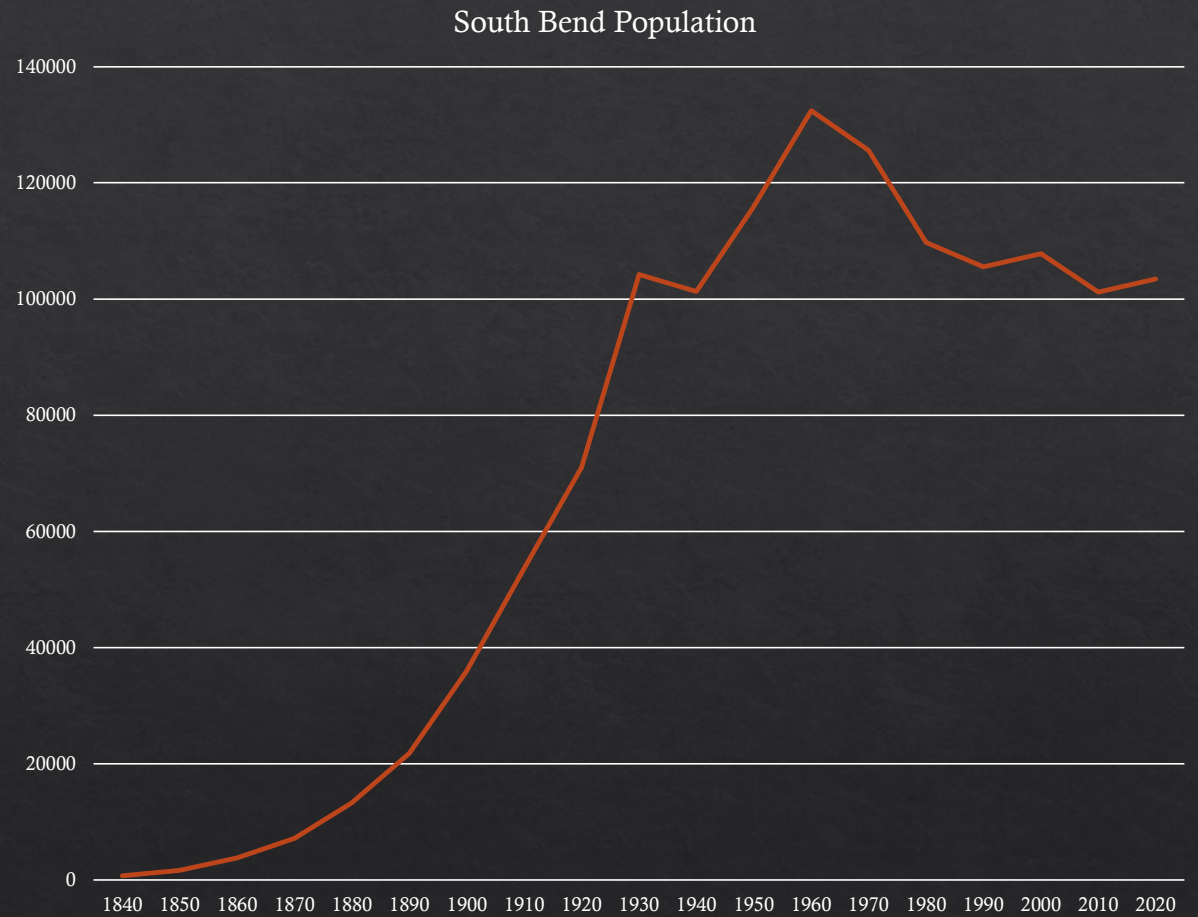
City	2010 Population	2020 Population	Change in Percentage
Grand Rapids, MI	188,036	198,918	+5.8%
Fort Wayne, IN	253,691	263,886	+4.0%
South Bend, IN	101,168	103,453	+2.3%
Evansville, IN	117,429	117,298	-0.1%
Peoria, IL	115,007	113,150	-1.6%
Canton, OH	73,007	70,872	-2.9%
Erie, PA	101,786	94,831	-6.8%
Youngstown, OH	66,982	60,068	-10.3%
Gary, IN	80,294	69,093	-13.9%
Flint, MI	102,434	81,252	-20.7%

*All cities had a population of 100k – 200k in 1960, were the largest city in their county, manufacturing based economy, and experienced at least one decade of population decline.

Highlights

- ◆ South Bend grew by 2,285 people
- ◆ Both the largest and fastest growth since the 1950s

Growth in perspective



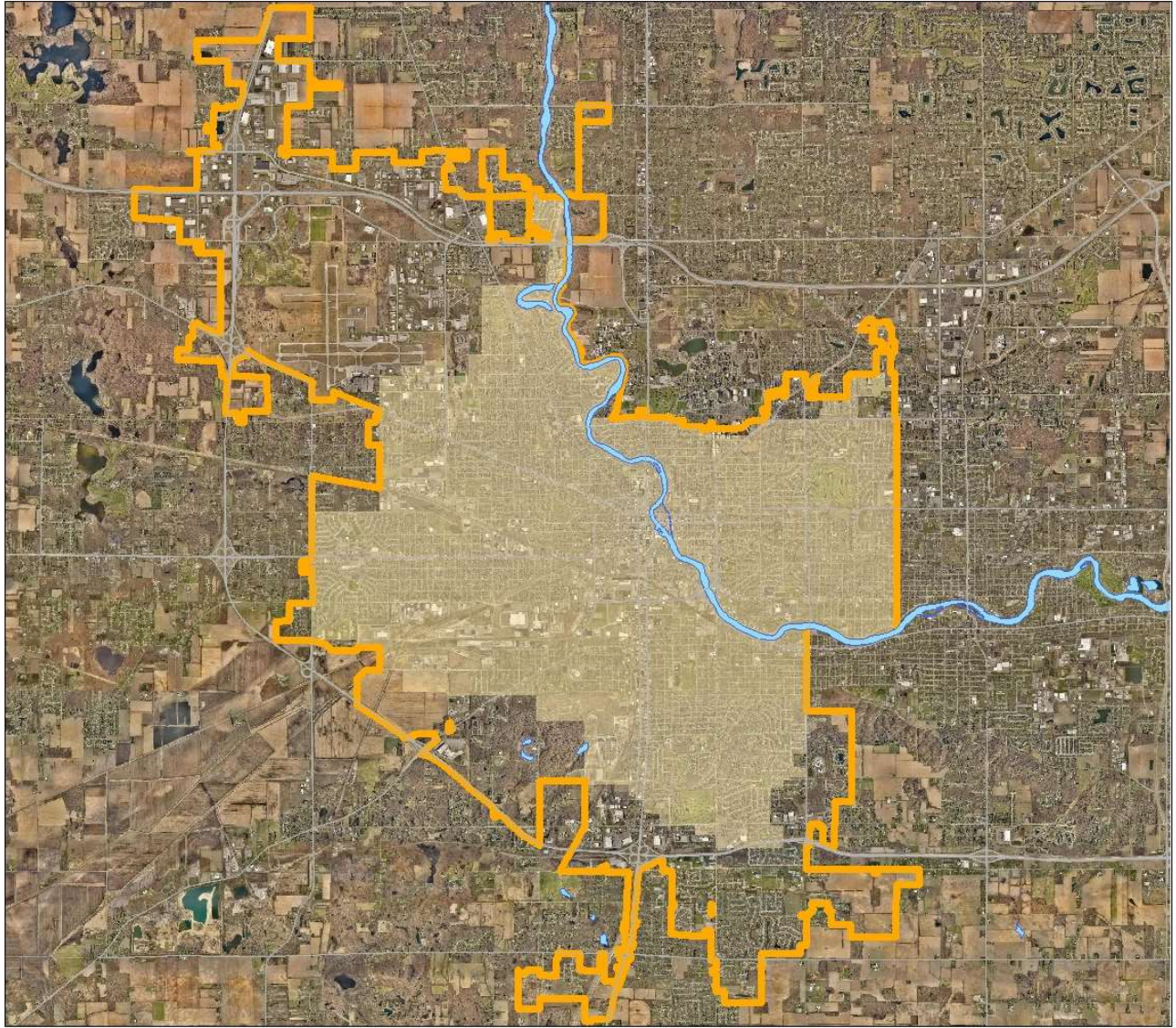
Highlights

- ◆ South Bend grew by 2,285 people
- ◆ Both the largest and fastest growth since the 1950s
- ◆ Broad growth across most of the city
- ◆ South Bend remains 4th largest city in Indiana, stays ahead of Carmel and Fishers

Trend Breaking Decade

- ◆ Majority of growth occurred in established neighborhoods, first time since at least the 1950s

“Historic South Bend” grew for the first time since the 1950s and grew more than the rest of the city.



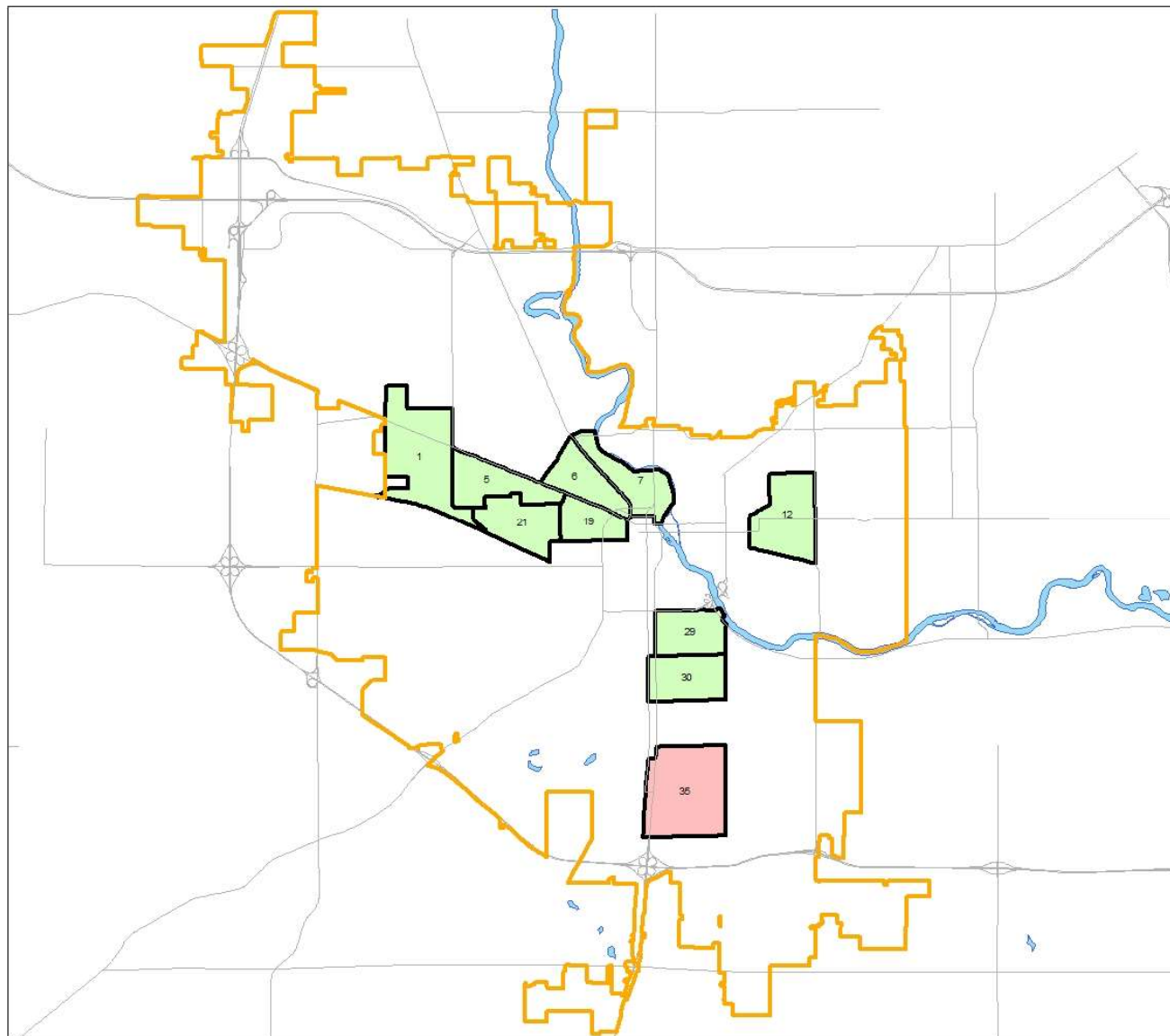
Trend Breaking Decade

- ◆ Majority of growth occurred in established neighborhoods, first time since at least the 1950s
- ◆ Downtown & downtown adjacent neighborhoods grew by 4.7%, largest growth since at least 1950s

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- ◆ South Bend's population density increased, first time since 1950s

Tracts that Lost Population Each Decade, 1960-2010



Prepared by
City of South Bend
Department of Community Investment
October 2021

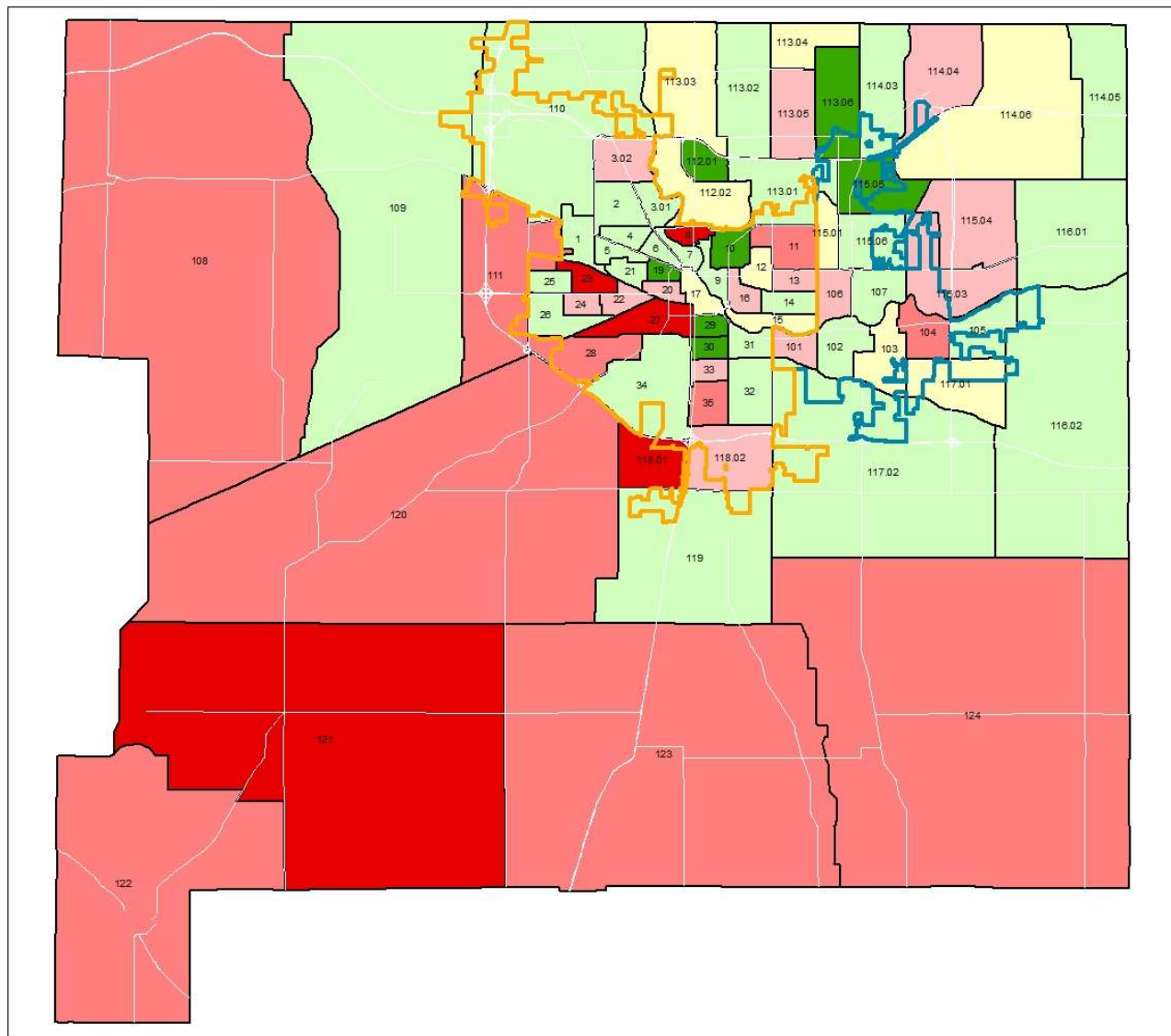
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- ◆ South Bend's population density increased, first time since 1950s
- ◆ South Bend grew faster than St. Joseph County overall, first time since 1910s

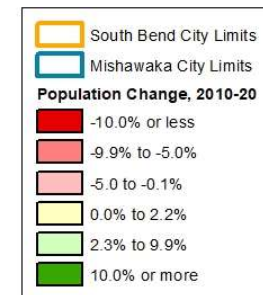
South Bend in context with St. Joseph County

◆ South Bend, Mishawaka and Notre Dame campus account for all population growth

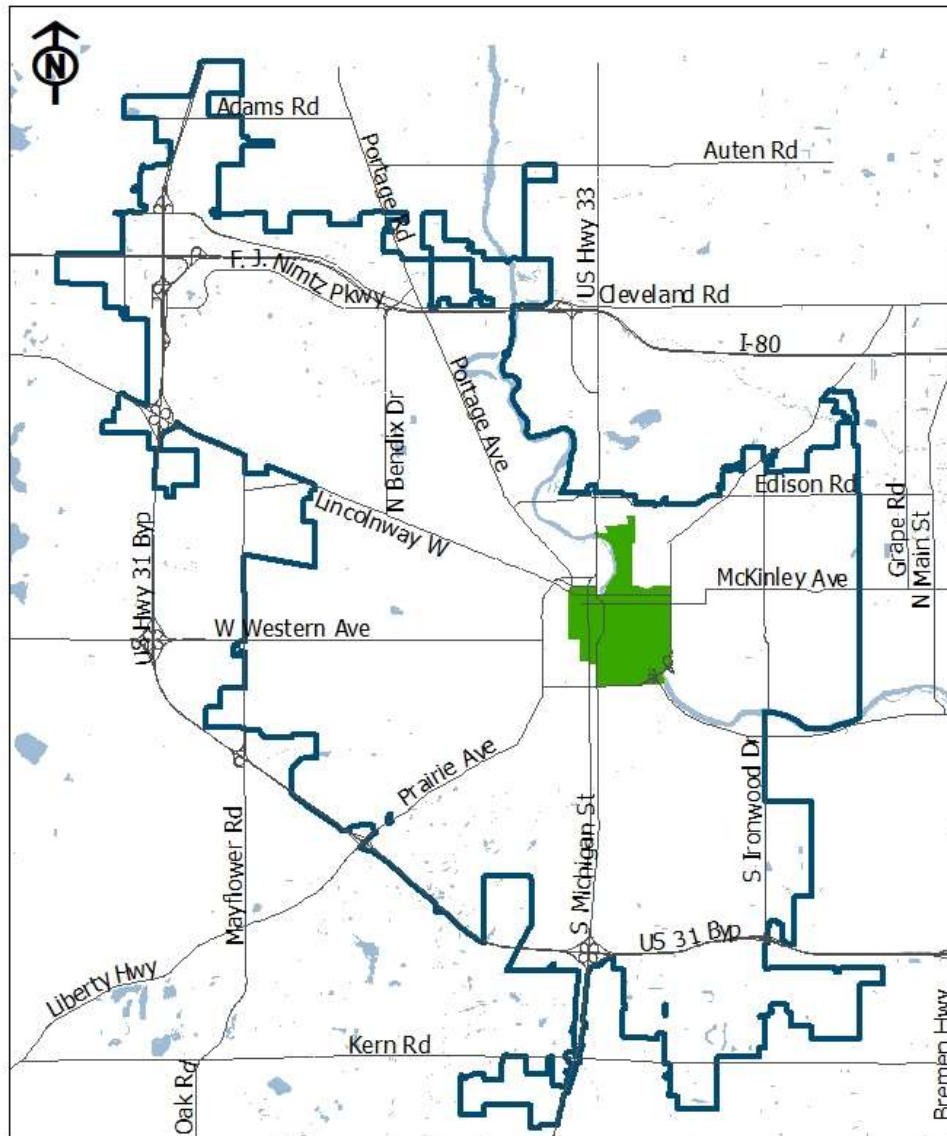
Year	St. Joseph County	South Bend	Mishawaka	St. Joseph County without cities	St. Joseph County w/out SB, Mish, ND
2010	266,931	101,168	48,252	117,511	111,538
2020	272,912	103,453	51,063	118,396	111,162
2010-20 Change	2.2%	2.3%	5.8%	0.8%	-0.3%



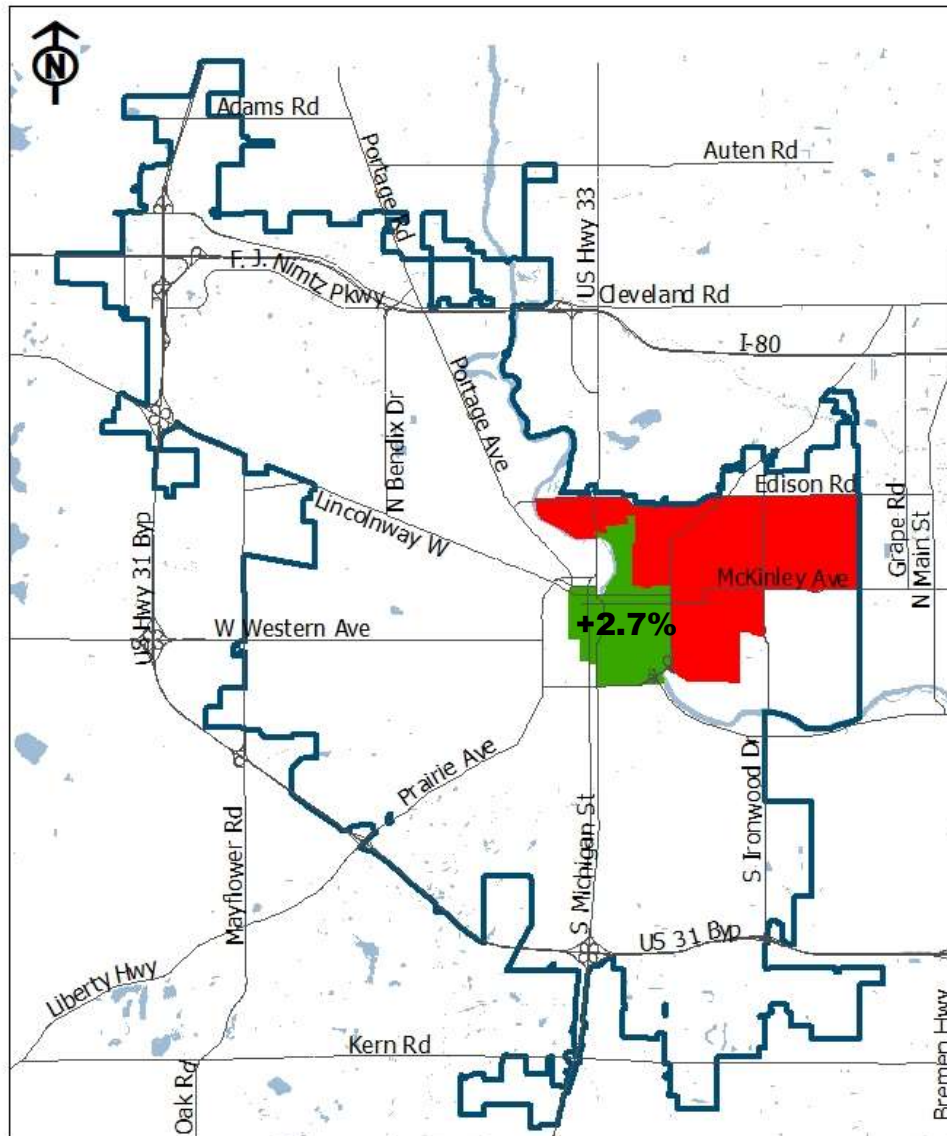
Population Change by Census Tract, 2010-2020



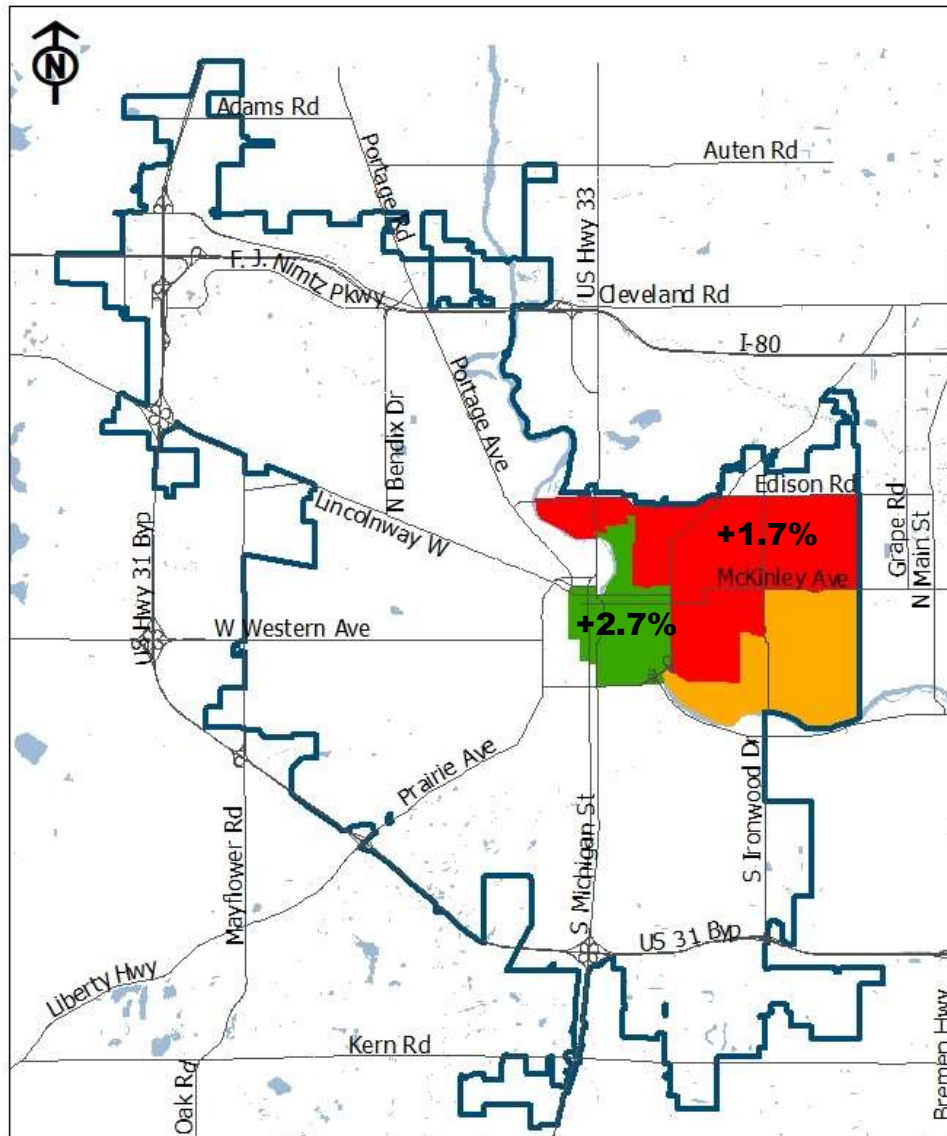
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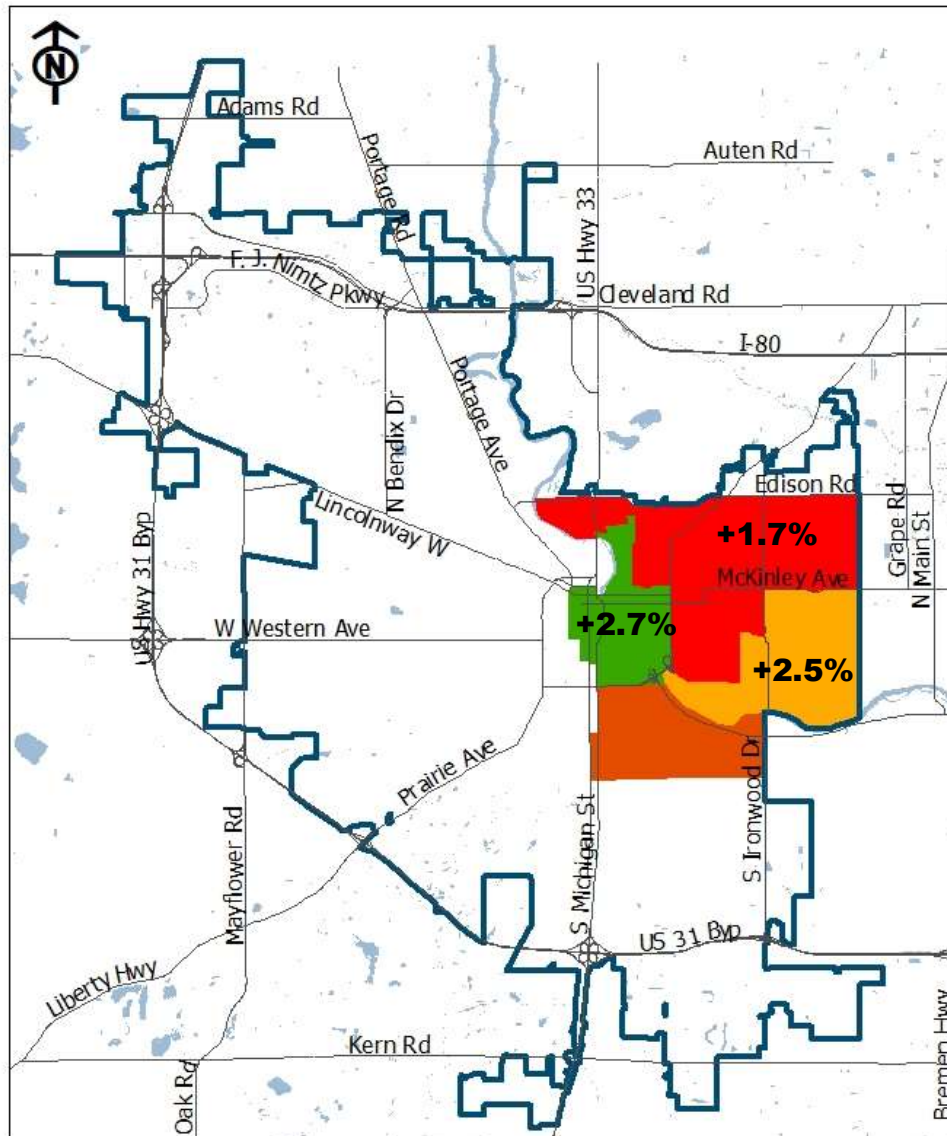
Downtown
+2.7%



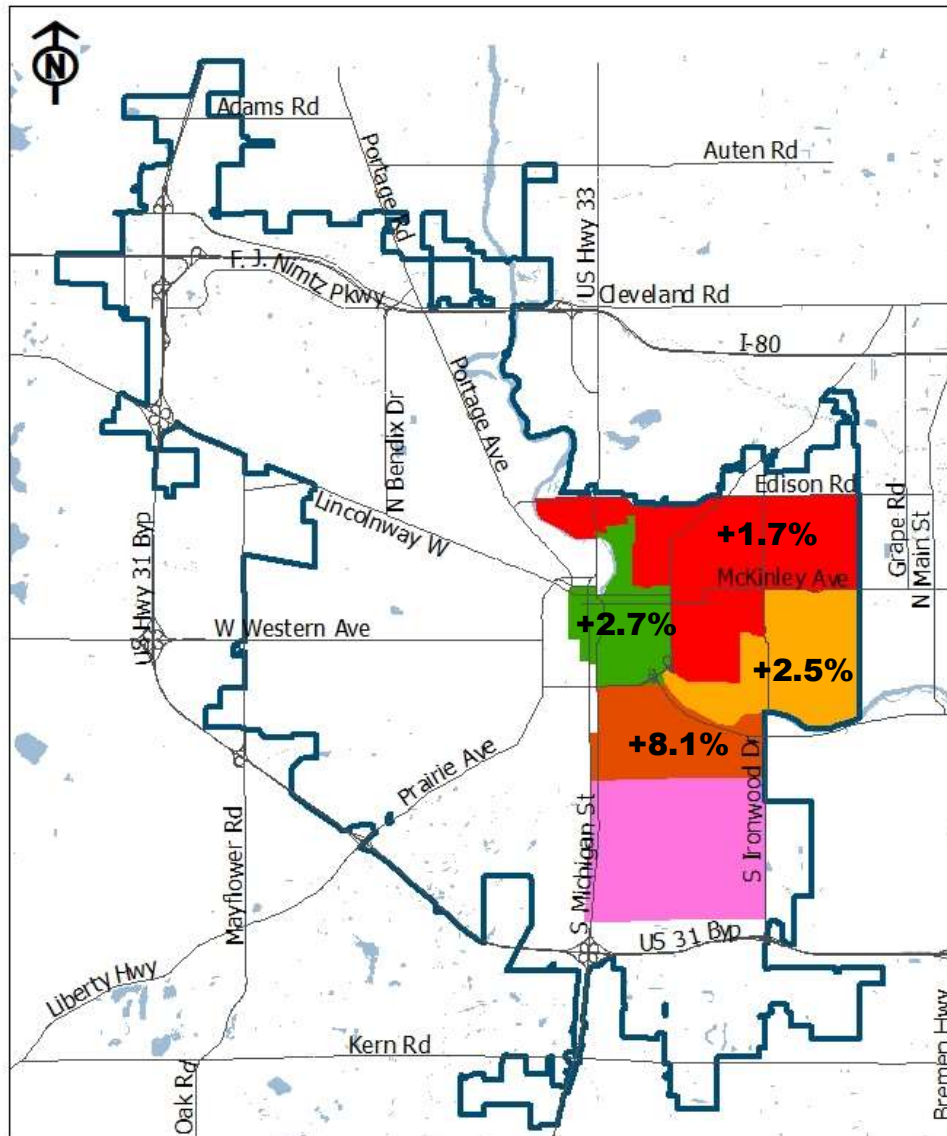
East Side
North
+1.7%



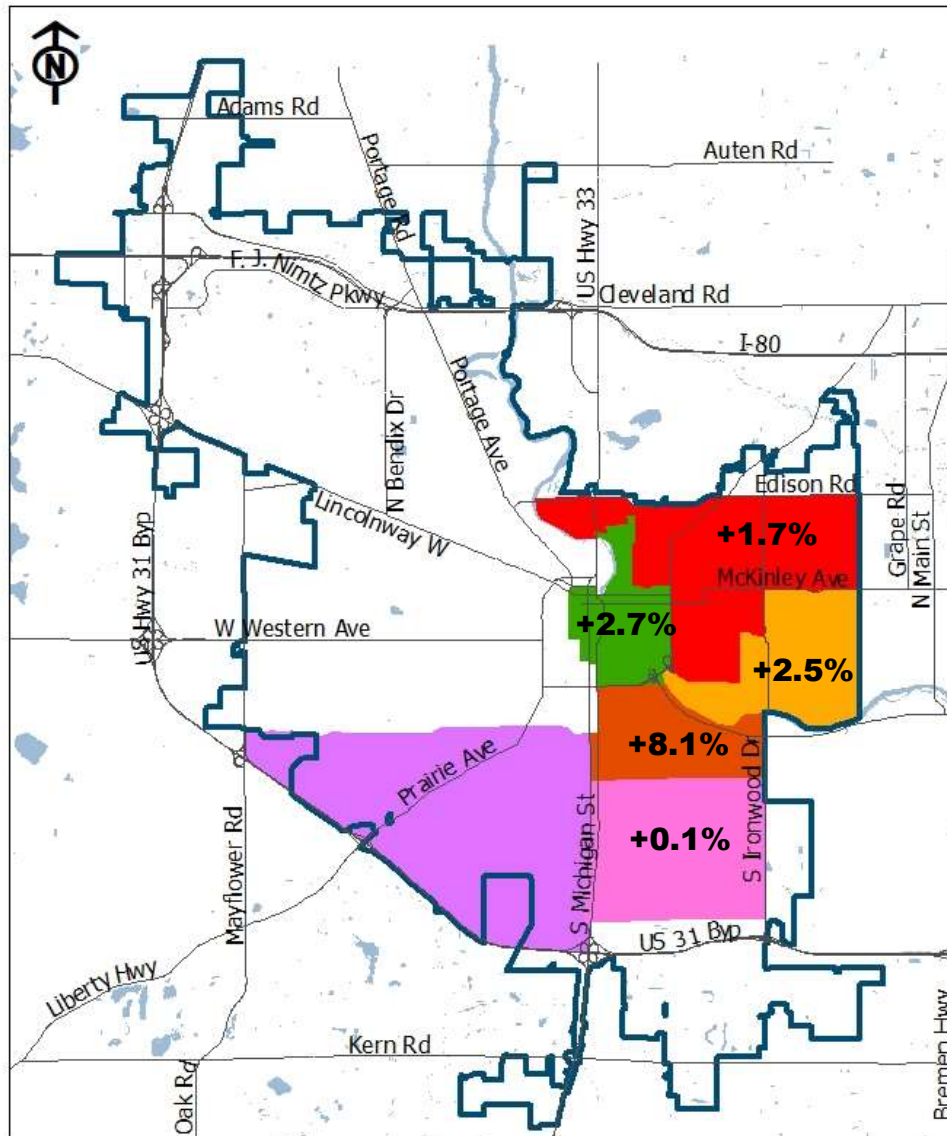
East Side
South
+2.5%



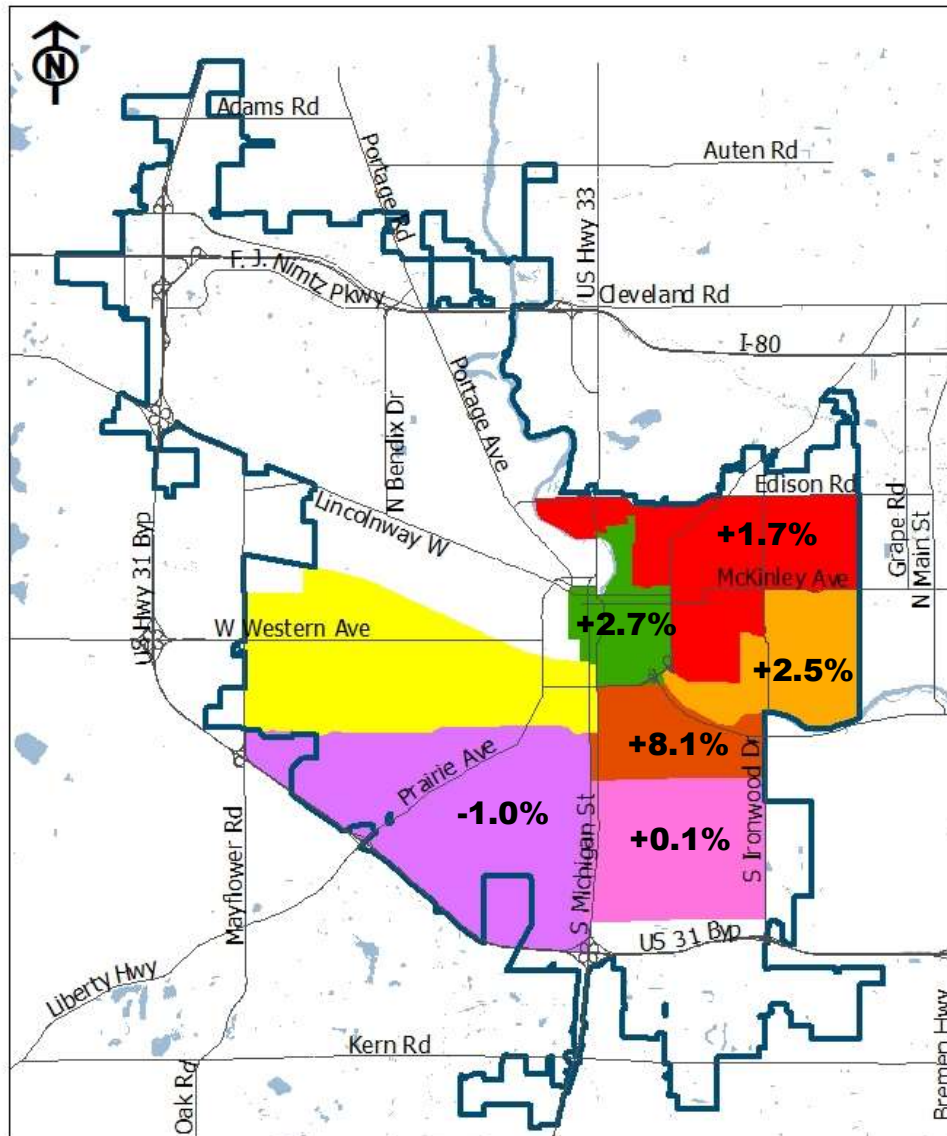
Southeast
Side
+8.1%



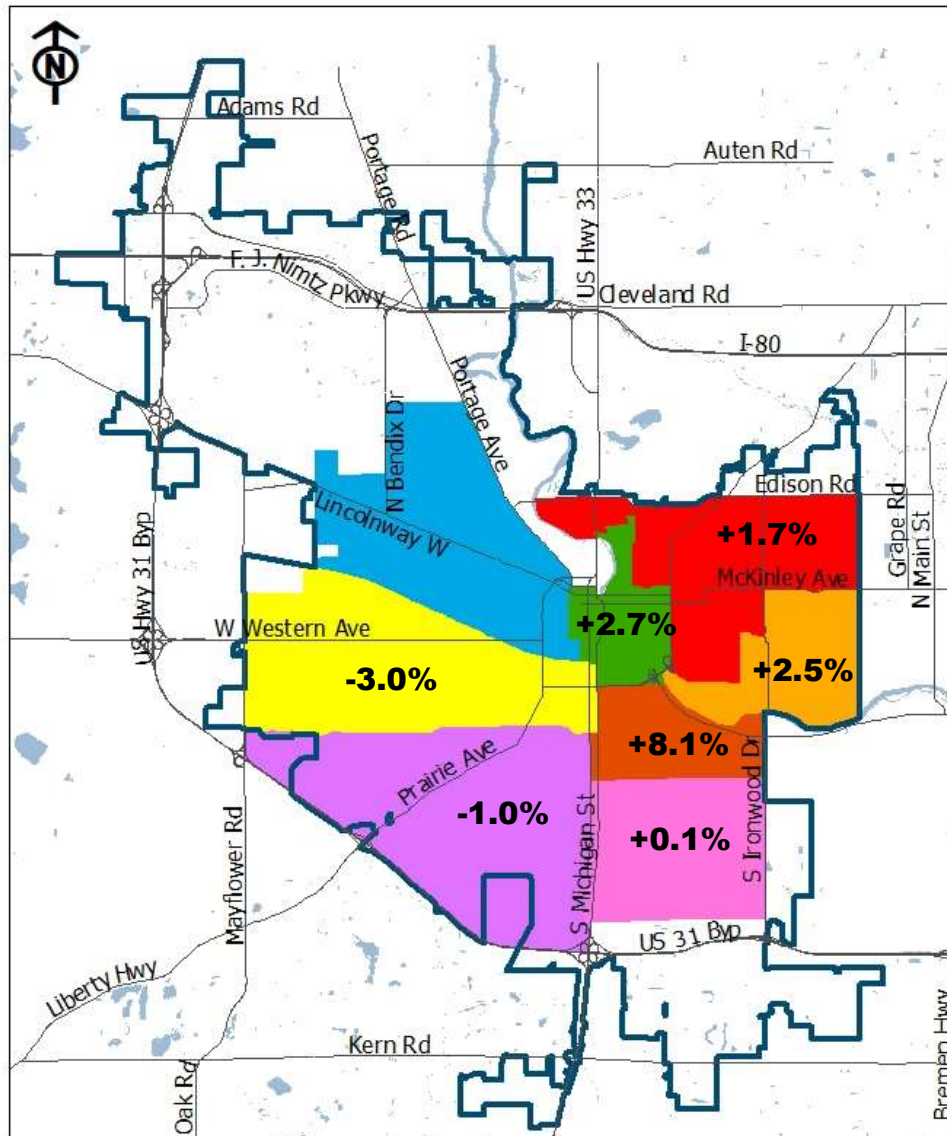
South Side
+0.1%



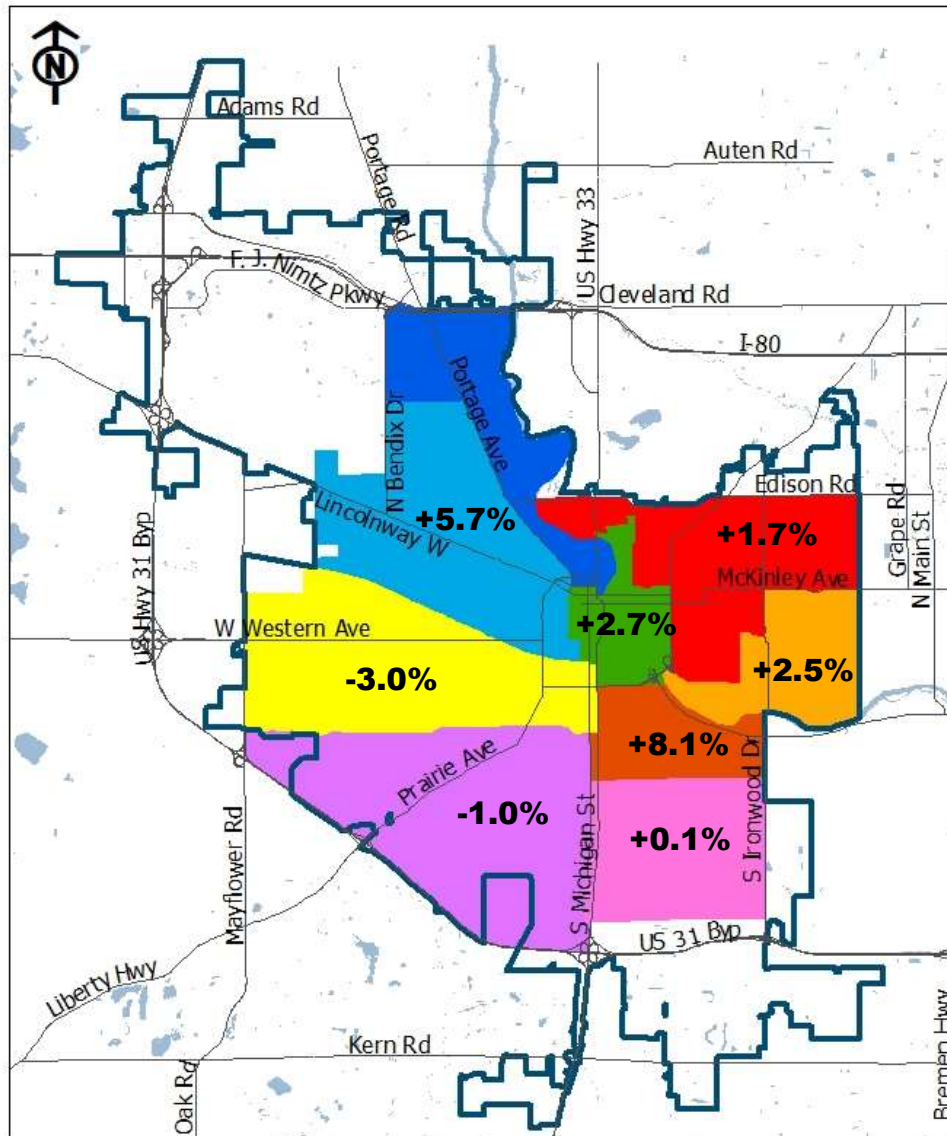
Rum Village
-1.0%



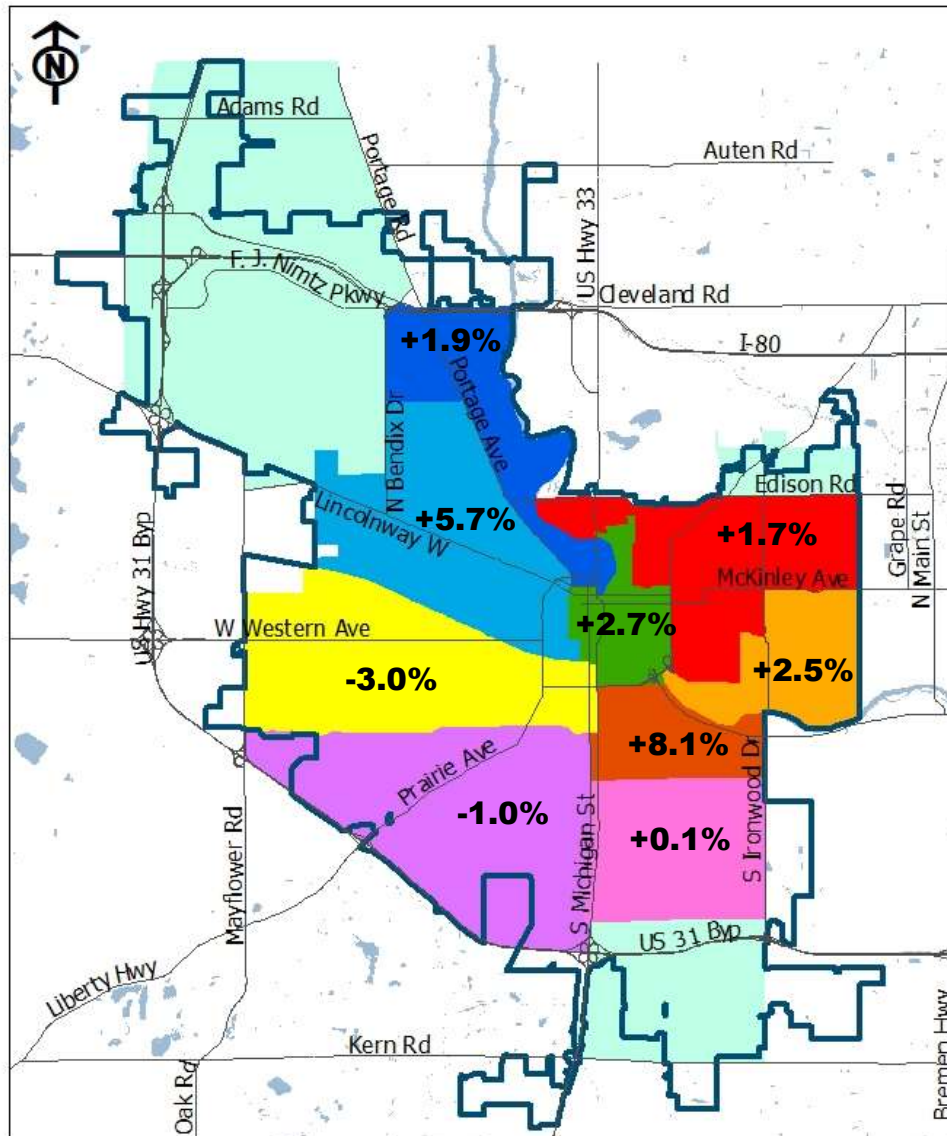
West Side
South
-3.0%



West Side
North
+5.7%



Northwest
+1.9%



Suburban
+4.7%

Housing

Year	Total Housing Units	Number Change
2010	46,324	
2020	47,270	+946

◈ South Bend has never had more housing units than it does now

Vacant Housing

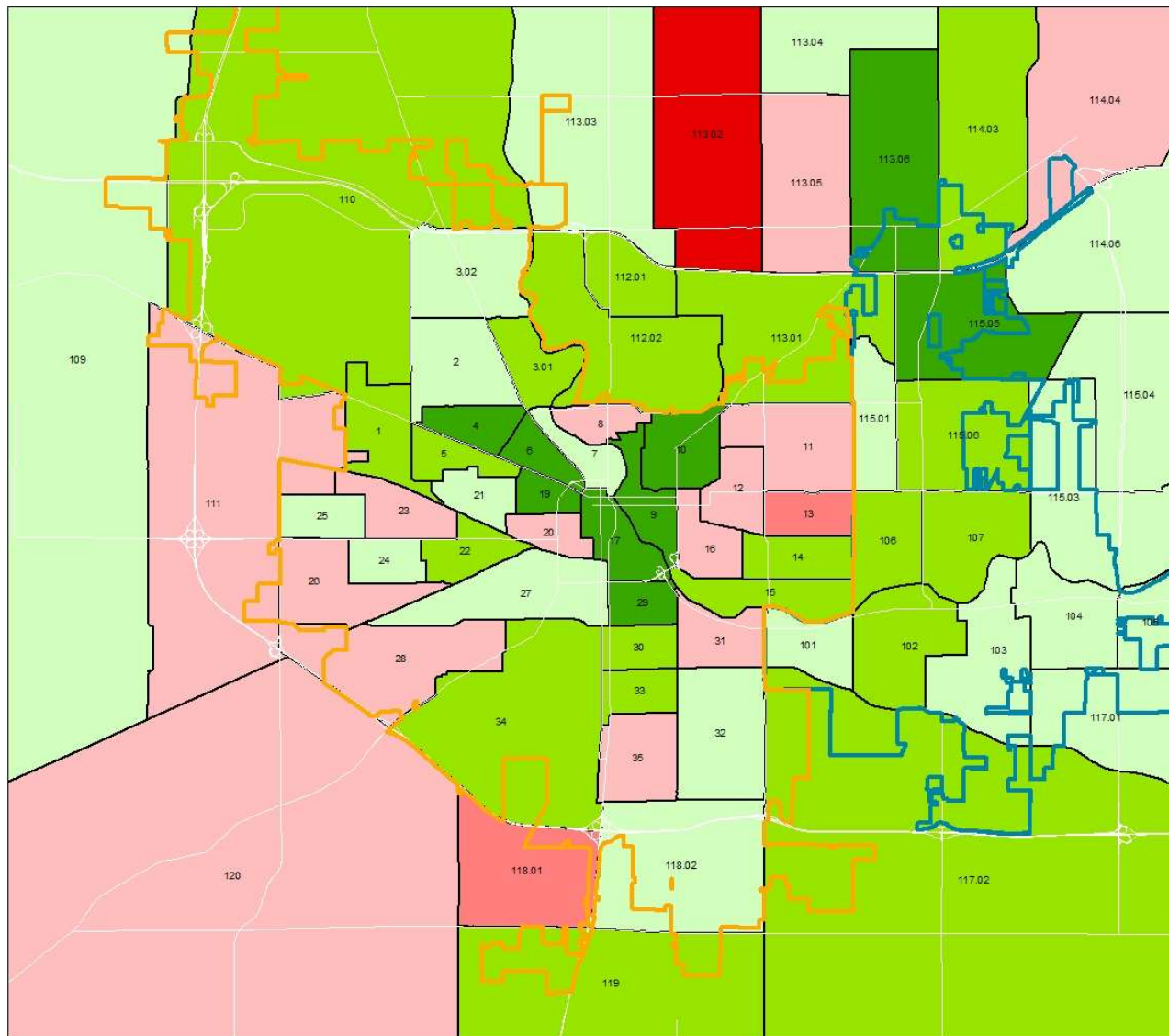
- ◆ Housing vacancy down citywide by 11.3%
- ◆ The only census tract to gain in vacant housing units is Census Tract 10 (Northeast Neighborhood)
- ◆ Excluding that tract, vacancy down citywide by 18.3%

Year	Vacant Housing Units	Number Change
2010	6,564	
2020	5,819	-754

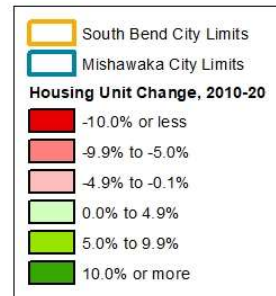
Why Did Vacancy Decline?

- ◆ Tracts 2, 4, 5, 6, 19, and 21 account for 70% of reduction in vacant housing outside of Northeast Neighborhood

Total reduction of vacant housing	Growth in occupied housing	Loss of total housing units (demolitions)	Vacant housing reduced by reoccupation
797	367	430	46%

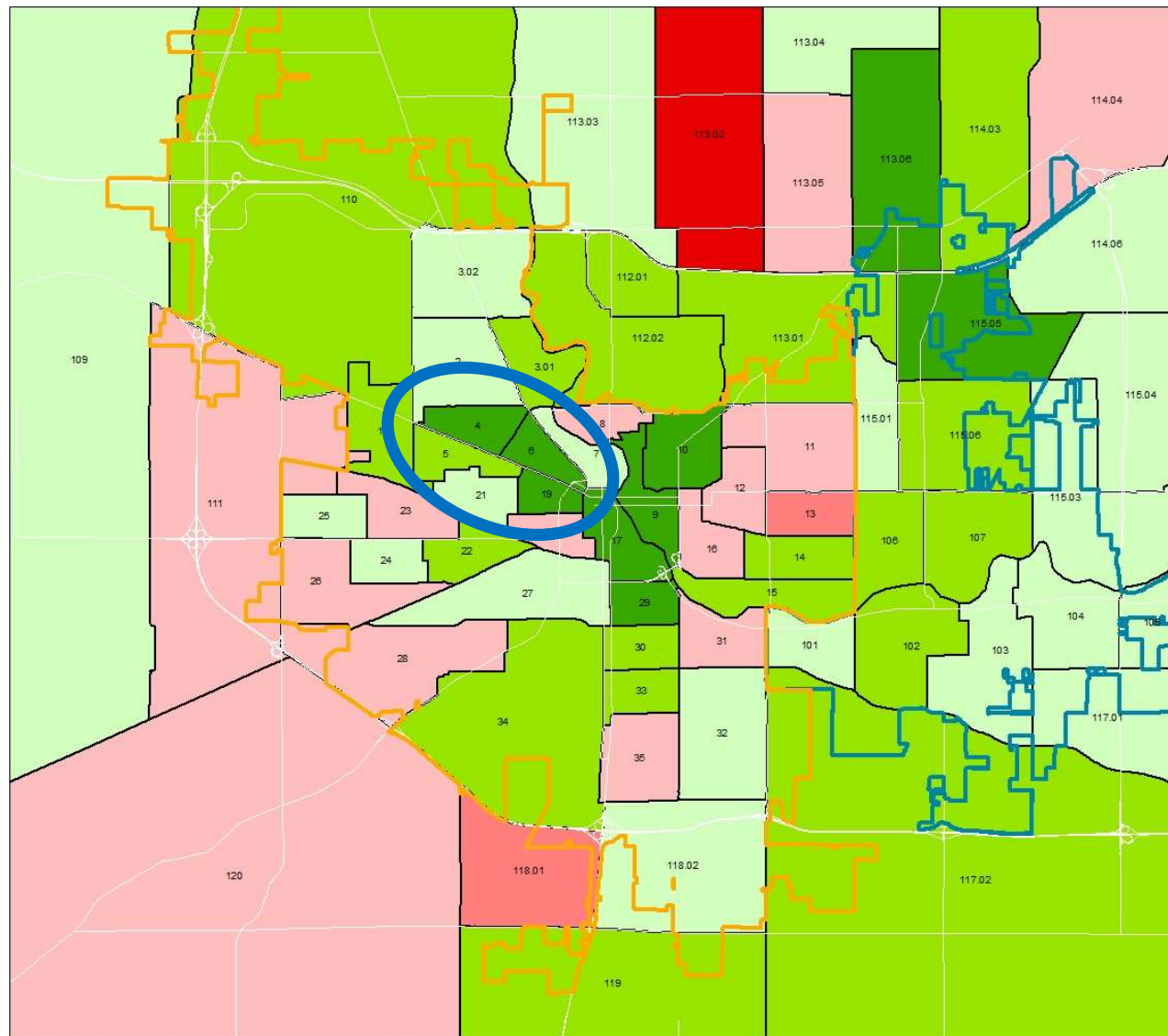


Occupied Housing Unit Change by Census Tract, 2010-2020



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Occupied Housing Unit Change by Census Tract, 2010-2020

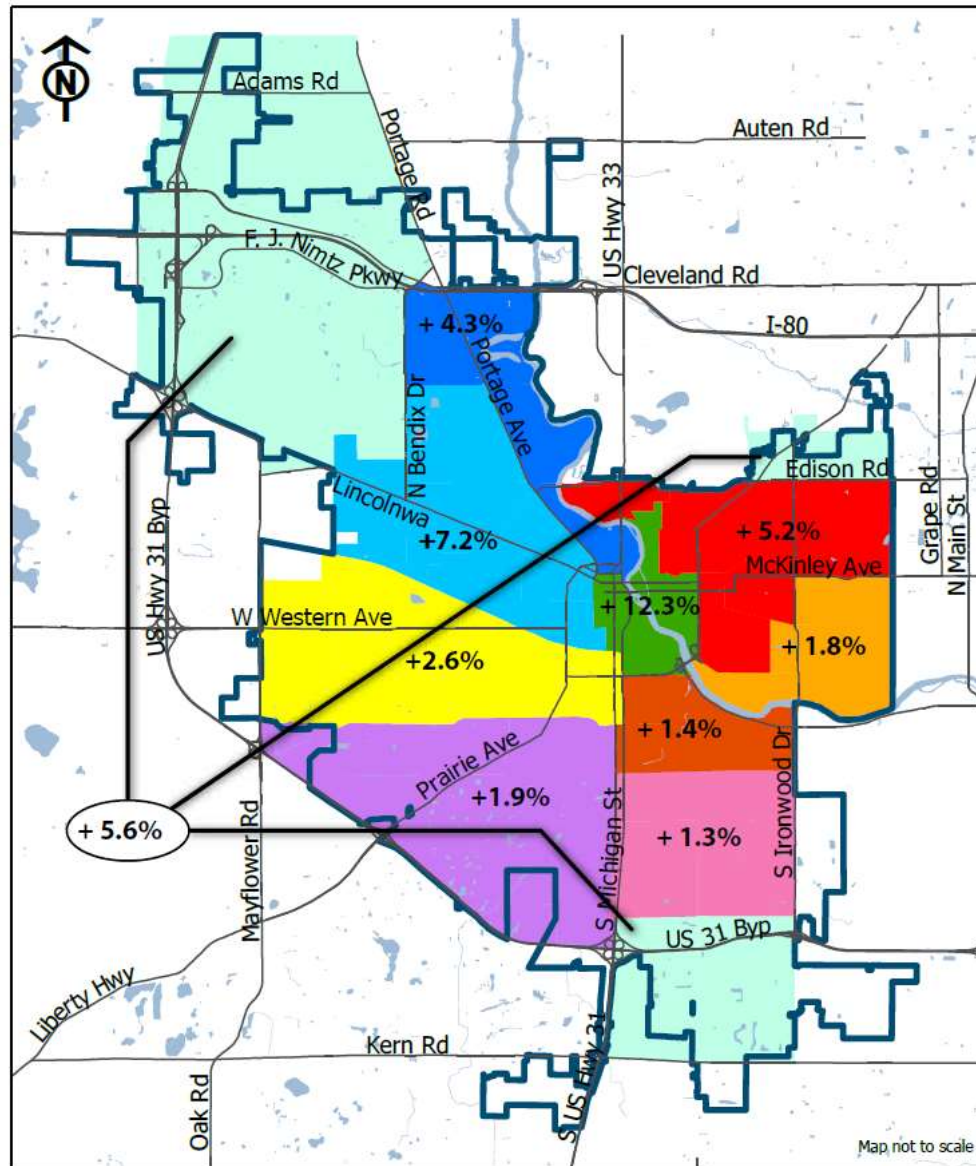


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Household Change

- ◆ Number of South Bend households grew by 4.3%
- ◆ South Bend household size shrank to 2.44 per household
- ◆ South Bend recovered 54% of the households it lost in the 2000s

Year	South Bend Households	Population Per Household
2000	42,908	2.51
2010	39,760	2.54
2020	41,451	2.44



South Bend Regions Household Growth Rate 2010 -2020

Region Name and Household Growth Rate

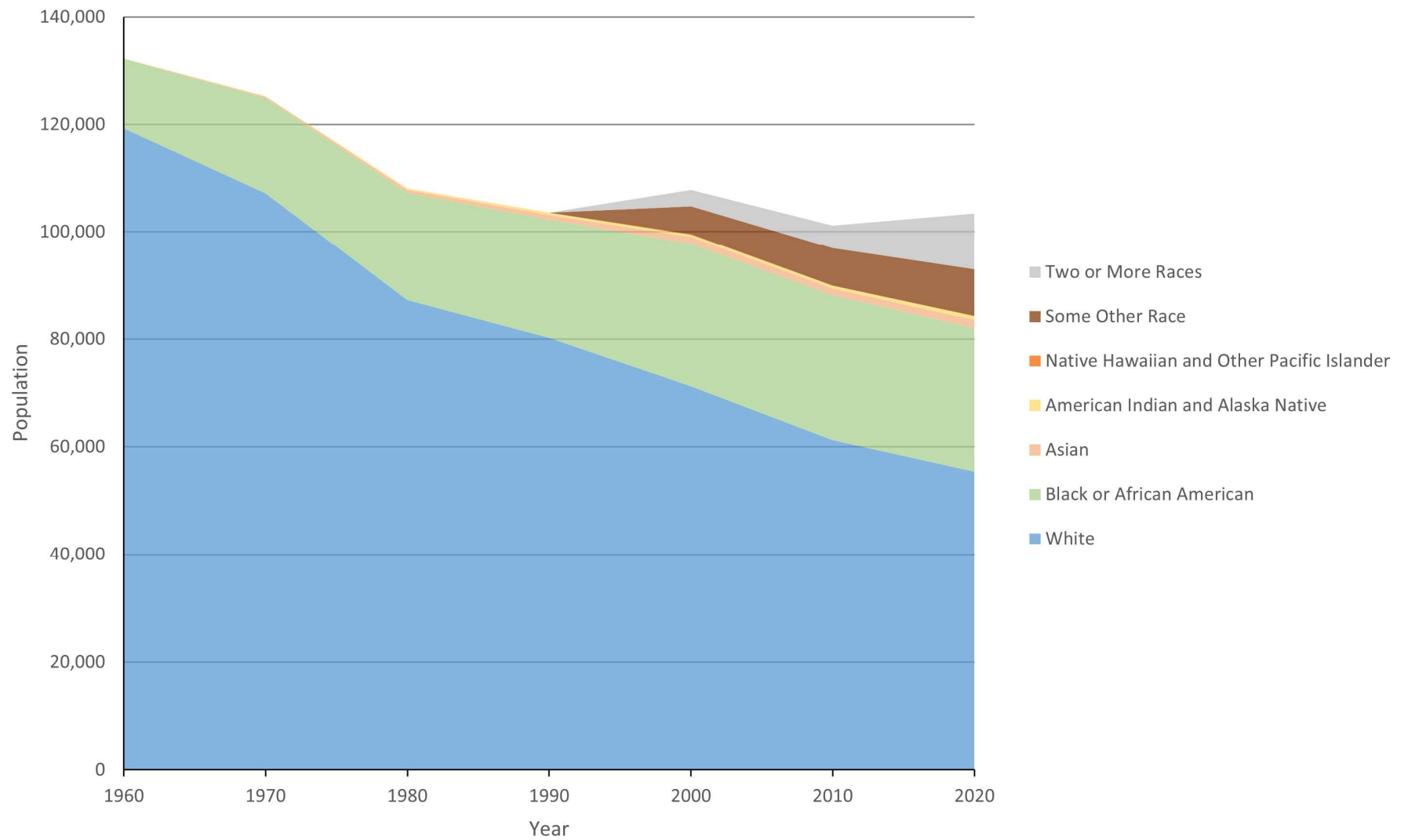
- East Side North +5.2%
- East Side South +1.8%
- Southeast Side +1.4%
- South Side +1.3%
- Northwest Side +4.3%
- West Side North +7.2%
- West Side South +2.6%
- Downtown +12.3%
- Rum Village +1.9%
- Suburb Tracts +5.6%
- South Bend City Limits
- ~ Water

Demographic Changes: Race

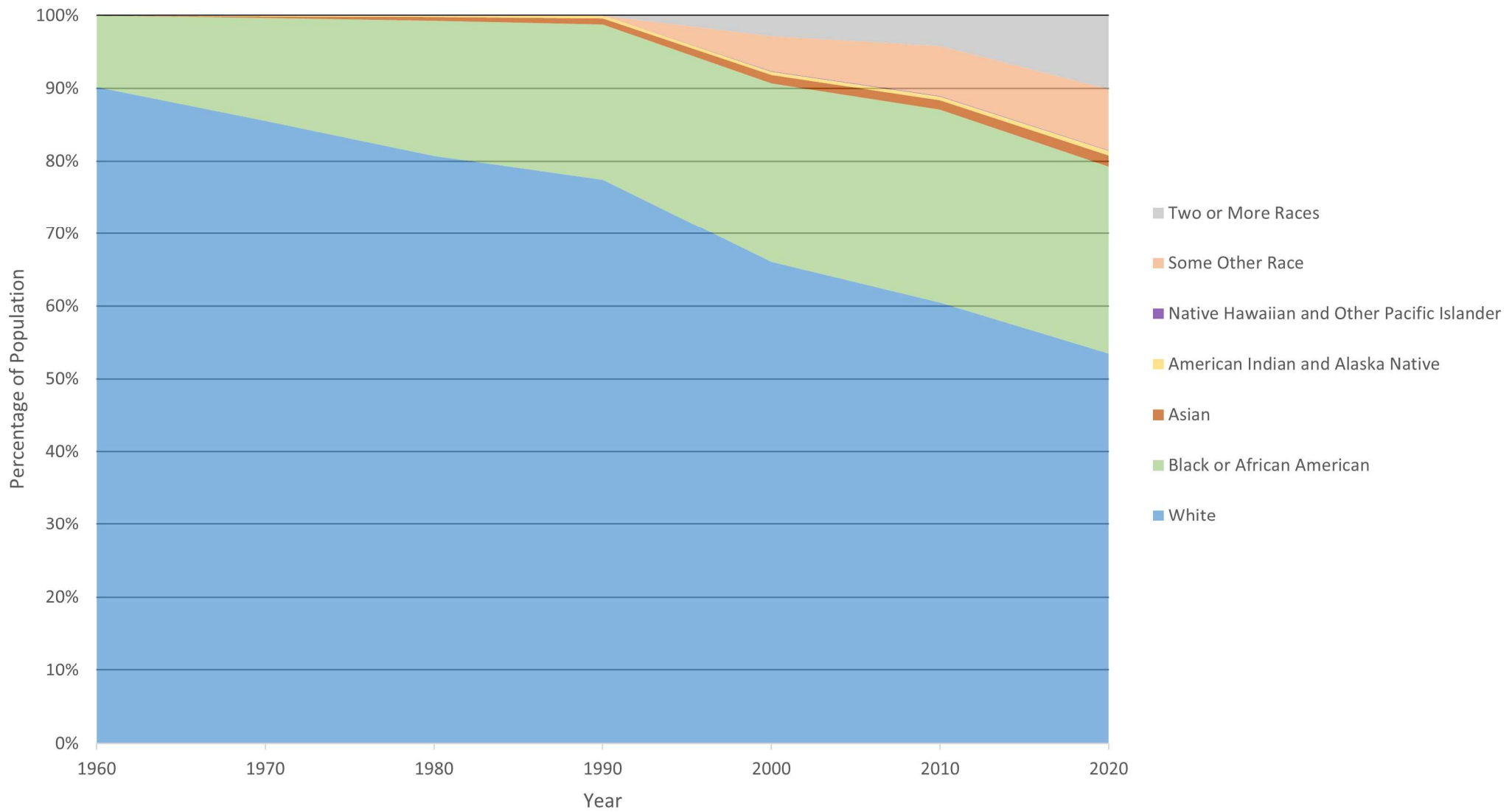
- ◆ South Bend is becoming more diverse
- ◆ Large increase in “Other” and “Two or More” – similar to national results

Year	White	Black	American Indian	Asian	Pacific Islander	Other	Two or More
2010	61,199	26,906	478	1,318	64	6,979	4,224
2020	55,355	26,628	677	1,573	58	8,704	10,458

South Bend Population by Race



South Bend Population by Race



Demographic Changes: Hispanic Origin

- ◆ Hispanic/Latino population increases by 31%
- ◆ South Bend Hispanic population grew faster than national average of 23%

Year	Hispanic or Latino Population
2010	13,116
2020	17,249

Age Breakdown

	2010	2020	Percent Change
Adult Population	73,556	76,566	4.1%
0-17 Population	27,612	26,887	-2.7%

South Bend's adult population growth and child population loss resembles the United States

U.S. adult population increased by 10.1% but child population decreased by 1.4%

Final Thoughts

- ◆ South Bend saw a sharp turn around from the crises of the 2000s
- ◆ Neighborhoods which had been in freefall stabilized and grew for the first time in half a century
- ◆ A national rise in home values and interest in urban living helped stabilize South Bend's population

Moving Forward

- ◆ Need to build more housing and density; otherwise, population declines with shrinking household sizes
- ◆ Capitalize on appetite for urban living
- ◆ With smaller household sizes and fewer children, need greater housing diversity (smaller units, more multi-unit)
- ◆ Monitor impact of short-term rentals and second homes



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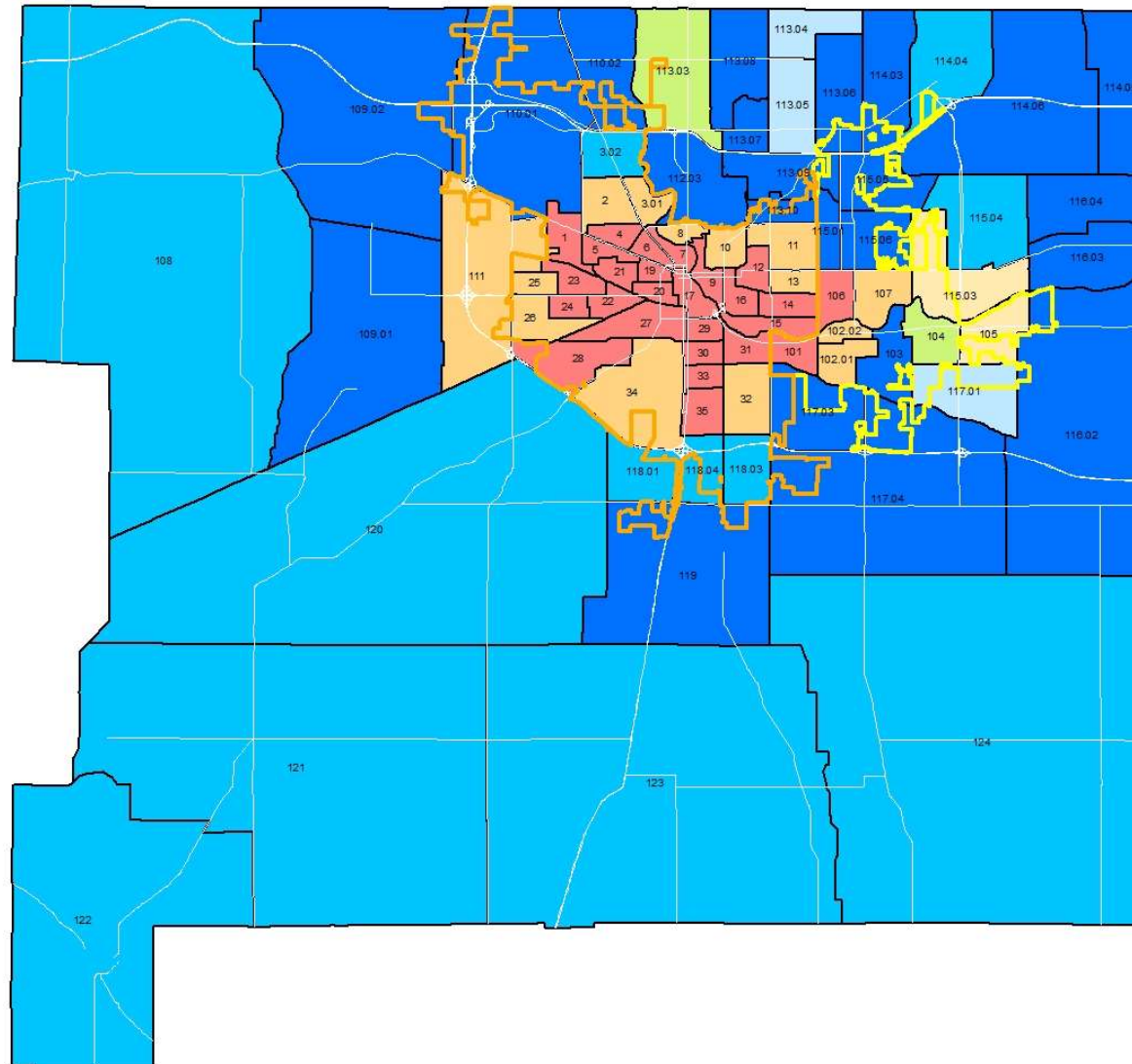


Response Rates

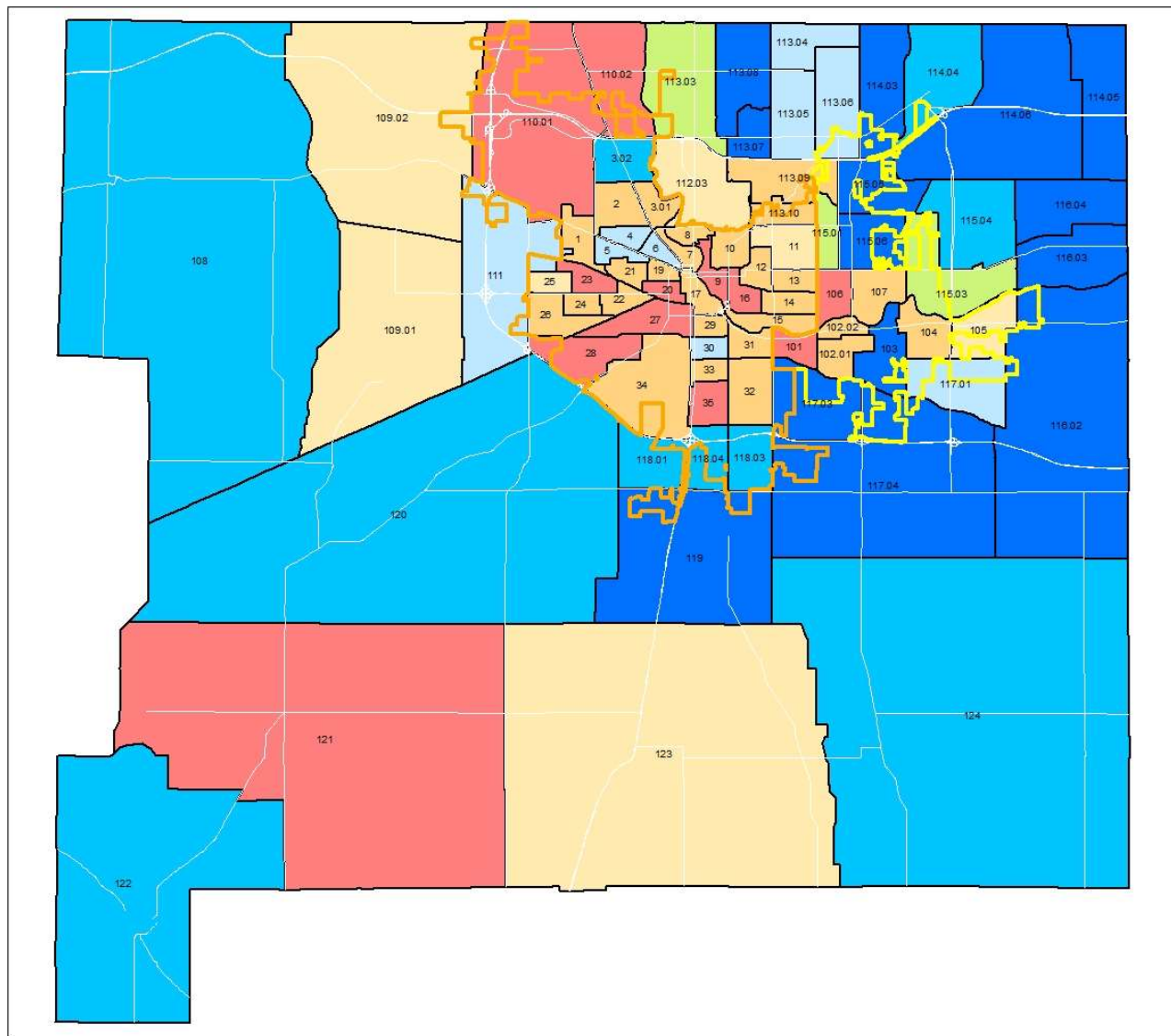
Year	Self-Response Rate
2010	66.2
2020 (before NRFU)	60.2
2020 (final)	64.2
Internet	48.3
Mail/Phone	15.9

Location	Final 2020 Self-Response Rate
US	67.0
Indiana	70.3
St. Joseph County	69.2
Mishawaka	69.0
South Bend	64.2

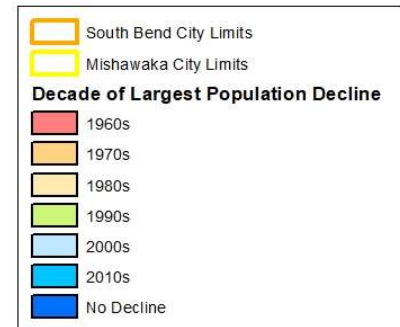
Peak Population Year by Census Tract



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Decade of Largest Population Decline (Absolute Numbers, post-1960) by Census Tract



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Percent Change 2010 - 2020 By Race

	White	Black	American Indian	Asian	Other	Two or More
United States	-8.6%	5.6%	27.1%	55.5%	129%	276%
South Bend	-9.4%	-0.9%	41.6%	19.3%	24.7%	147.6%

South Bend Share of Population

	White	Black	American Indian	Asian	Other	Two or More
2010	60.5%	26.6%	0.5%	1.3%	6.9%	4.2%
2020	53.5%	25.7%	0.7%	1.5%	8.4%	10.1%

2020s and Beyond Big Picture

- ◆ Housing prices are high nationally and locally
- ◆ Inventories locally and nationally are low
- ◆ SB has taken steps to make building new housing easier
- ◆ High demand for single family houses and multi-family projects

Local Trends

- ◆ High demand for new housing units, especially in the Northeast
 - ◆ Right now, over 100 units under construction with more than 250 planned
- ◆ Demand for all housing remains high but the high cost of construction limits where developers will build
- ◆ City has encouraged - through zoning reform - infill development on currently vacant lots
- ◆ City and County are permitting more housing units now than anytime in the last 15 years